

SBIR/STTR Follow Up:
Company registry &
Policy Directive updates



Overview

- ▶ **Frequently Asked Questions**
 - ▶ Company Registry Login
 - ▶ Updates to Policy Directive
- ▶ **Overview of NAVY SBIR Program w/ John Williams**
- ▶ **SBIR National Conference**
- ▶ **Q&A**



Company Registry

Company Registry site: <http://sbir.gov/registration>

Issues with registering: <http://www.sbir.gov/feedback>

What do I need to register?	At least a DUNS number or EIN. Once registered, your company will be assigned a unique SBC Control ID and .pdf file to be used for the application process.
I did not receive my log in information.	Remember to check your spam folder
My username and password is not working.	Manually type in your username and password because it is case sensitive. Make sure there aren't any spaces before or after.
I've been locked out.	After 3 attempts you will be locked out of the system. Please send us an inquiry at http://www.sbir.gov/feedback .
My company information is incorrect.	Send us an inquiry at http://www.sbir.gov/feedback and detail the discrepancies.
How long will this take to complete?	Less than 15 mins for most companies.

Phase I - II Transition Rate Benchmarks

Agency	Benchmark rate (Phase II/Phase I)	Length of period (fiscal years)
Department of Agriculture Department of Commerce (NIST) Department of Commerce (NOAA) Department of Defense Department of Energy Department of HHS Department of Homeland Security NASA NSF	0.25	5
Department of Education	0.25	10
Department of Transportation	0.45	5
Environmental Protection Agency	0.25	10

Resources

FAQs

<http://www.sbir.gov/faq/sbir>

Previous Webinars

- ▶ Program Overview & Key Changes with Reauthorization
- ▶ SBIR/STTR Size Rules Updates

<http://www.sbir.gov/content/sbir-webinars-posted-online>





Department of Navy (DoN)

SBIR and STTR Programs Overview

February 27, 2013

SBIR Webinar III

John R. Williams

Director, DoN SBIR and STTR

john.williams6@navy.mil

“Burning issues” for small firms

- **What impact will the Sequestration have on DoD SBIR/STTR?**
 - No one knows for sure
 - To date most organizations are slowing down awards or providing smaller increments
 - Most have still have some funding. Navy has funds available but they will run out by April at which time we hope to get an increment of FY13
 - As a Congressionally mandated program, SBIR/STTR still needs to be set aside but under a CR priorities are determined on need
- **How is DoN implementing SBIR/STTR reauthorization?**
 - DoN has executed many of the initiatives but **READ THE SOLICITATION**
 - DoN will not use authority to:
 - Experiment with new VC-owned firms' access to SBIR/STTR funding
 - Make “direct to Phase II” awards



**What Questions Do You Want Me
to Address About SBIR/STTR?**

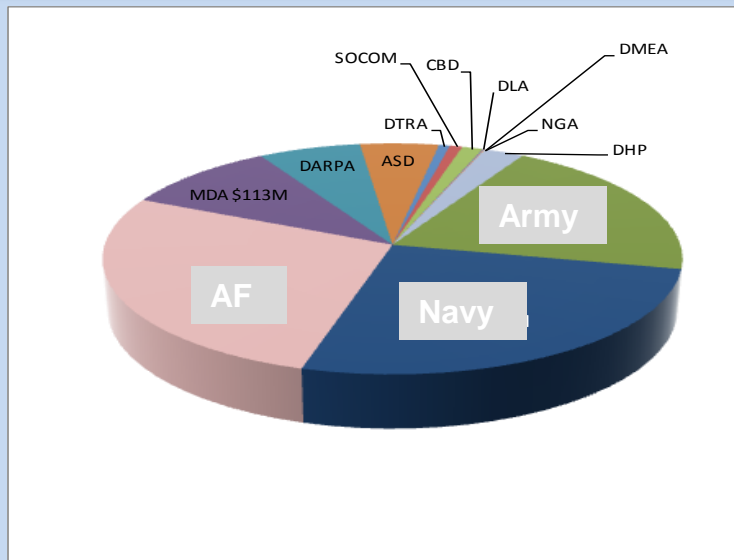
DoN SBIR/STTR Main Goals

- Use small business to develop innovative R&D that addresses a Navy need
- Commercialize (Phase III) that technology into a Navy platform or weapons system



DoN SBIR/STTR Opportunity

DoD Budgets	FY11	FY12 (est)
SBIR	\$1,041M	\$958M
STTR	\$117M	\$127M



DoN SBIR Program Elements	Numbers (FY12)
Topics	160
Phase I Awards	438
Phase II Awards	278

DoN averages 1,500 open contracts annually

DoN SBIR and STTR – By the Numbers

	FY08	FY09	FY10	FY11	FY12
Total DoN SBIR Funding per FY	\$274M	\$328M	\$342M	\$264M	\$271M
DoN SBIR Topics issued that FY	219	224	233	181	160
Number Of Phase I Proposals	2708	3555	4098	3282	2530
Phase I Awards from FY Solicitations	555	597	693	483	438
Avg time to award Phase I contracts	4.5 mo	4.8 mo	4.5 mo	4.5 mo	4.2 mo
Navy Phase II Awards during FY	306	267	305	257	278
Navy Phase III Awards during FY	90	126	131	146	120
Amount of Phase III Awards that FY	\$307M	\$362M	\$566M	\$552M	\$651M+
DoN STTR Funding Per FY	\$32M	\$40M	\$41M	\$33M	\$36.5M
DoN STTR Topics Per Year	34	39	50	39	26
DoN STTR Phase I Awards during FY	91	125	158	116	62
DoN STTR Phase II Awards during FY	52	47	46	52	25
ONR SBIR Funding Per FY	\$44M	\$43M	\$49M	\$42M	\$48M
ONR SBIR Topics issued that FY	34	38	42	41	34

The What and Where of SBIR

Idea Generation

Phase I

6m \$80K base
6m \$70K option

Prototype
Development/
Demonstration

Phase II/II.5

Base & Option
vary by SYSCOM

Demonstration /
Commercialization

Phase III

Non-SBIR Funding
(Government or Private)

Production/Further R&D

SPAWAR

18m \$600K Base
6m, \$150K Option
II.5 up to \$1.5M

ONR

18m, \$500K Base
9m \$250K Option 1
18 \$750K Option 2

NAVAIR

24m \$.75-\$1M Base
II.5 up to \$1.5M

MARCOR

24m \$600K Base
6m, \$150K Option
II.5 up to \$1.5M

NAVSEA

24m \$600K Base
6m, \$150K Option
ii.5 up to \$1.5M

Each SYSCOM has own
Phase II guidance (typical
amounts shown)

Why SBIR/STTR?

- **Government's incentives**
 - Test drive small business capability
 - Proactive risk reduction
 - Early/high-risk S&T with SBIR/STTR funding
 - Competing approaches open up additional technology alternatives
 - Non-competitive follow-on awards
 - High level of matching funds
- **Small Business' incentives**
 - Largest source of early stage R&D funds for small firms
 - Company retains data rights for 5 years (DoD)
 - Builds credibility of company's research
 - Follow-on awards are non-competitive

Tips for Succeeding with DoN SBIR/STTR

Just getting started?

- Research topics aligned with your business strategy: tools include:
 - www.zyn.com/sbir “Search Services”
 - www.dodsbir.net “Topics”
 - www.navysbirsearch.com
- Current and past solicitations identify Navy technology needs
- Know Navy Acquisition and R&D structure
- Submit proposals for problems you can solve

Already have a Phase I?

- Know your target platform/system for insertion
- Build strategic partnerships (Primes, Universities, Acquisition Program Managers-Tech Directors-Requirements Officers)
- Plan commercialization path early with TPOC and transition sponsor

National SBIR/STTR Gateway Search Service Results by Zyn Search©

Searched SBIR/STTR Topic files for "sensors" and found 28 matches.

Displaying hits 1 through 20.

1. **(STTR) Navy FY13A - Body-worn sensors for monitoring warrior physical and mental state**
Score: **** Body-worn sensors for monitoring warrior physical and mental state Navy STTR FY2013A - Topic N13A-T021 ONR - Mr. Steve Sullivan - steven.sullivan@navy.mil Opens: February 25, 2013 - Closes: March 27, 2013 6:00am EST N13A-T021 TITLE: Body-worn sensors for monitoring warrior physical and mental state TECHNOLOGY AREAS: Biomedical, Human Systems ACQUISITION PROGRAM: TECOM - Squad Immersive Training Enviroment (SITE....
2. **(STTR) Army FY13A - Liquid Crystal-based Sensors for Detection of Airborne Toxic Chemicals for Integration with Unmanned Robotic Systems**
Score: **** Liquid Crystal-based Sensors for Detection of Airborne Toxic Chemicals for Integration with Unmanned Robotic Systems Army STTR FY2013A - Topic A13A-T004 Opens: February 25, 2013 - Closes: March 27, 2013 6:00am EST A13A-T004 TITLE: Liquid Crystal-based Sensors for Detection of Airborne Toxic Chemicals for Integration with Unmanned Robotic Systems TECHNOLOGY AREAS: Sensor....
3. **(STTR) Air Force FY13A - Multiphysics-based Sensor Fusion**
Score: ** Multiphysics-based Sensor Fusion Air Force STTR FY2013A - Topic AF13-AT01 Opens: February 25, 2013 - Closes: March 27, 2013 6:00am EST AF13-AT01 TITLE: Multiphysics-based Sensor Fusion TECHNOLOGY AREAS: Sensors OBJECTIVE: To develop new multiphysics-based sensor fusion algorithms which map disparate sensor fields into a single common multiphysics-based representation....
4. **(STTR) Air Force FY13A - Security in Cyber-Physical Networked Systems**
Score: ** Security in Cyber-Physical Networked Systems Air Force STTR FY2013A - Topic AF13-AT05 Opens: February 25, 2013 - Closes: March 27, 2013 6:00am EST AF13-AT05 TITLE: Security in Cyber-Physical Networked Systems TECHNOLOGY AREAS: Information Systems OBJECTIVE: Investigate challenging security issues in Cyber-Physical Networked Systems. DESCRIPTION: A cyber-physical system (CPS) is a system featuring a tight combination of, and coordination between, the system's computational and physical elements....

Search Existing SBIR/STTR Awards for Navy, other DoD Projects

Navy SBIR Project Database

- Navy SBIR/STTR awards
- DoD SBIR/STTR awards (3 yrs)
- Unrestricted public access
- No account required
- Ability to create a briefcase
 - Save query results
 - Automate query updates
- Unique source of potential small business partners

The screenshot displays the Navy SBIR/STTR search interface. At the top, there's a header with 'SMALL BUSINESS INNOVATION RESEARCH' and 'NAVY SMALL BUSINESS TECHNOLOGY TRANSFER'. Below this is a search bar with the query 'collision avoidance unmanned systems'. The results show several entries, including '26.42% AN OPPORTUNITY FOR COST AVOIDANCE THROUGH INFUSION OF COMME', '3.15% EMBEDDED TRAINING CAPABILITY FOR AFLOAT CRYPTOLOGIC SYSTEMS', and '3.15% New System Concept for Long Range Underwater Communication of Tactical Data'. A sidebar on the left contains 'Related Areas of Interest' and 'Query Refinements'. A large orange starburst graphic with the word 'Free!' is overlaid on the right side of the screenshot.

www.navysbirsearch.com

www.navysbir.com: A Very Useful Resource

Learn about:

- SBIR/STTR phases (funding, timelines, requirements, etc.)
- Solicitation schedules and links to solicitations
- Links to SYSCOM sites
- Program POCs
- Submitting proposals
- Getting started, getting paid
- Commercialization Readiness Program
- *Transitions* newsletter

The screenshot displays the Navy SBIR/STTR website interface. At the top, the header includes the text "SMALL BUSINESS INNOVATION RESEARCH" and "NAVY SMALL BUSINESS TECHNOLOGY TRANSFER". Below this is a navigation bar with links: Home | Solicitations | Search Awards Database | Submission | Contacts | Help.

The main content area is titled "Navy SBIR / STTR Home". It features a sidebar on the left with a menu of links: Home, About SBIR/STTR, FAQs, Events Calendar, Phase II, Phase II.5 & CPP, Solicitation, Submission, Selections, Forms / Links, Success Stories, Points of Contact, Transitions (TAP), and Presentations.

The central content area highlights the "DoD FY-2012.3 SBIR" solicitation, which opened on August 27, 2012, and closes on September 26, 2012, at 6:00am. A table lists the SYSCOM topics and their counts:

SYSCOM	Topics
MARCOR	5
NAVSEA	2
SPAWAR	5
Total	12

The text explains that the DoD issued its 2012.3 SBIR pre-release on July 26, 2012, which opened to receive proposals on August 27, 2012, and closes September 26, 2012 at 6:00am EST. It also states that the solicitation is inclusive of 12 topics from 3 of the Navy's SYSCOMS.

Between July 26 and August 26, 2012, proposers can talk directly with the Topic Authors (TPOC) to ask technical questions about the topics. Their contact information is listed within each solicitation topic.

For reasons of competitive fairness, direct communication between proposers and topic authors is not allowed starting August 27, when DoD begins accepting proposals for this solicitation. However, proposers can still submit written questions about solicitation topics through the [SBIR/STTR Interactive Topic Information System \(SITIS\)](#), in which the questioner and respondent remain anonymous and all questions and answers are posted electronically for general viewing until the solicitation closes.

All proposers are advised to monitor [SITIS](#) during the solicitation period for questions and answers, and other significant information, relevant to the SBIR/STTR topic under which they are proposing.

Complete solicitation instructions and forms are available on the DoD SBIR/STTR web site at www.acq.osd.mil/osbp/sbir/solicitations/sbir20123/index.shtml. A DoD wide topic search engine is available at www.dodsbir.net/Topics/.

At the bottom of the main content area, there are links for [\[View Solicitation\]](#) and [\[Quick View NAVY Topics\]](#).

On the right side of the page, there are three additional sections: "Success Story of the Month", "Browse Phase I Selections" (with a dropdown for "SBIR 2012.2" and a "Go" button), and "Quick Search Recent Abstracts" (with a search bar and a dropdown for "FY-04 thru FY-11.3" and a "Go" button). Below these are two more sections: "Success Story of the Month" (with a thumbnail image) and "Transitions Newsletter Winter 2012" (with a thumbnail image).

Navy SBIR/STTR Contacts

- **NAVAIR SBIR**
 - Donna.moore@navy.mil
- **NAVSEA SBIR**
 - Dean.r.putnam@navy.mil
- **SPAWAR SBIR**
 - Elizabeth.altman@navy.mil
- **Marine Corps SBIR**
 - Elizabeth.madden@usmc.mil
- **ONR SBIR**
 - Loreanne.ponirakis@navy.mil
- **Navy-wide STTR**
 - Steven.sullivan@navy.mil

Washington, DC | May 14-16, 2013

NATIONAL SBIR CONFERENCE

SBIR National Conference

May 14-16, 2013

Gaylord Hotel & Convention Center

National Harbor, MD

http://nationalinnovationsummit.com/program/National_SBIR_Conference.html

Co-located with:

TechConnect
WORLD
Summit & Innovation Showcase **2013**

NATIONAL
INNOVATION
SUMMIT AND SHOWCASE

Why Should You Attend This Event?

The National SBIR Conference will provide key information and contacts for small businesses and TTOs competing for SBIR/STTR contracts – and it's the sole 2013 national SBIR/STTR event.

The SBIR program is the largest source of federal funding – over \$2.5 Billion annually – for small high tech firms.

Co-located with TechConnect World and the National Innovation Summit & Showcase, the new format efficiently combines all three events, and is the ideal opportunity to speak directly to government, corporate, and funding executives looking to invest in innovative technologies.

SBIR National Conference Highlights

- Three events will draw 4,000+ attendees from more than 70 countries.
- Meet 1-1 with SBIR Program Managers from 20+ agencies, including DOD, DOE, NIH, NIST, NSF, and many more.
- Session topics include:
 - Ways to leverage the SBIR/STTR program
 - How to apply for an award
 - Developing a commercialization plan
 - What large corporations look for when partnering with small businesses
 - Updates on Reauthorization changes
- *This conference is a “one-stop shop” for SBIR/STTR activity.*

TechConnect World and National Innovation Summit Highlights

www.techconnectworld.com

www.nationalinnovationsummit.com

- Join over 4,000 innovators, corporate partners, and investors at the world's largest innovation acceleration program.
- **Innovation Partnering Program** features dozens of F500 company executives presenting technology and investment areas of interest, including: BASF, Boeing, Bosch, Dow, Honda, Merck, Momentive, Panasonic, Sabic, Sanofi, SK Innovation, and more!
- **Technical Research Program** includes hundreds of technical oral and poster presentations.
- **Innovation Showcase Exhibit Hall** to feature 250+ technologies and services from around the world, including SBIR Agency booths and 1-1 meeting tables.

Register online: <http://nationalinnovationsummit.com/register.html>

Discount hotel rate info, directions, transportation at:
<http://www.techconnectworld.com/World2013/venue/>



Registration & Fee Schedule

Registration Fees

	Early Bird	Advance	Onsite
	Before March 30, 2013	March 30-April 26, 2013	After April 26, 2013
TechConnect World & National Innovation Summit (May 13-16) Attendee Registration more info	\$675	\$725	\$775
TechConnect World & National Innovation Summit (May 13-16) Student Registration more info	\$375	\$400	\$450
National SBIR Conference Registration (May 14, 12pm - May 16) more info	\$375	\$400	\$425
TechConnect World Expo Floor Only Registration more info	\$100	\$100	\$100

Select this registration for SBIR Conference

Select this registration for SBIR Conference, TechConnect, and National Innov. Summit, Type in SBIR13 to obtain a \$100 off

2013 National SBIR Conference

Key Features

- Informal roundtable and formal agenda presentations to ensure that small firms get needed information about Agency programs.
- Scheduled one-on-one meeting opportunities to ensure that small firms can talk directly to Agency SBIR Reps.
- Agenda tracks to ensure that small firms can differentiate DoD opportunities from small or large non-DoD Agency opportunities.
- Agenda tracks to ensure that small firms can learn about “burning issues” such as commercialization, application/evaluation, operational hurdles and successful growth strategies.

2013 National SBIR Conference – 1st Day

Tuesday, May 14

- 1300 to 1600: Roundtable presentations every 30 minutes by a single Agency to ~10 walkup attendees with significant Q&A
- 1700 to 1900: Evening Reception and Exhibit area open, more chance to talk with Agency SBIR reps as well as other large and small firms

2013 National SBIR Conference – 2nd Day

Wednesday, May 15

- Plenary session focused on popular “How SBIR/STTR Works”
- Morning breakout sessions to profile Agency programs in three tracks: Large Non-DoD, DoD, and Small Non-DoD programs.
- Afternoon breakout sessions focused on key issues in three tracks: Commercialization and Partnering and Application + Evaluation (both have non-DoD focus), and DoD issues.
- Continue One-on-One meetings from 1300 – 1700
- Exhibit Booths Open

2013 National SBIR Conference – 3rd Day

Thursday, May 16

0830 to 1200

- One-on-One meetings continue from 0830 - 1200
- Morning breakout sessions focused on key issues in three tracks: Operational Hurdles for Small Firms, Practical Lessons Small Firms Learned, and Approaching Investors.
- A special session focuses on outreach to, mobilization of, women-owned and minority-owned small firms.